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# Food and Nutrition

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## TWENTY PROJECT SITES SELECTED FOR WIC PROGRAM

ASSISTANT SECRETARY of Agriculture Clayton Yeutter has announced the selection of 20 project sites in 15 States to take part in the evaluation of the Special Supplemental Food Program for Women, Infants and Children (WIC). The sites are:

ALABAMA: Coffee County Health Dept.

ARIZONA: Coconino County Health Dept., and Pima County Health Department.

CALIFORNIA: San Diego County Health Dept.

CONNECTICUT: Stamford Health Dept., for section of Stamford.

INDIANA: Health and Hospital Corp. of Marion County.

MINNESOTA: Minneapolis Health Dept., and Mobile Unit of Minn. Dept. of Health for counties of Clearwater, Cass, Itasca, Koochiching, Marshall, and St. Louis, excluding Indian Reservations.

MISSISSIPPI: Sharkey-Issaquena Health Dept.

MISSOURI: Kirksville College of Osteopathic Medicine.

NEW JERSEY: Newark Dept. of Health and Welfare for section of Newark.

NEW YORK: Nena Health Council, on lower East Side of Manhattan.

OHIO: Cleveland Maternal and Infant Combined WIC Program, and Montgomery County General Health District.

SOUTH CAROLINA: Lancaster County Health Dept.

TEXAS: Public Health Region of the adjoining counties of Cameron and Hidalgo, and Corpus Christi Children and Youth Project.

VERMONT: Statewide operation.

WISCONSIN: Menominee County, and Great Lakes Intertribal Council of Lac du Flambeau for Indian Reservations of Bad River, Lac Courte Oreilles, Mole Lake, Potawatomi-Forest County, Oneida, Red Cliff, St. Croix, Stockbridge-Munsee, and Winnebago.

A planned program of medical monitoring will be conducted at these sites so that results of the WIC program can be evaluated. Selection of these 20 sites was made first so that medical evaluation can get promptly underway. Later, additional project sites will be selected from the 311 that have applied.

Approximately 41,000 women, infants, and children are expected to take part in the programs at these 20 sites.



Food costs and USDA's share of administrative costs for the 20 project areas are estimated at \$10.7 million annually.

Details of operation of the WIC Program were reported in the July 12 issue of FOOD AND NUTRITION newsletter.

### OKLAHOMA TO TEST AUTOMATED FOOD STAMP PROGRAM

A MODEL SYSTEM FOR automating the operations of the food stamp program will be developed in Oklahoma during the coming year and then made available for use by other States. The automated system is expected to:

- Provide a proven system to States wishing to convert from manual to automated programs.
- Simplify the certification of applicants and reduce the error rate.
- Tighten controls in the accountability of food coupons and authorization-to-purchase cards.
- Facilitate preparation of timely accurate reports by the State agency administering the food stamp program.
- Provide State and Federal officials with managerial information that is not readily available now.

Control Systems Research, Inc., of Arlington, Virginia, will design the automatic data processing system. Their phase of the project is expected to be completed by January 1974.

FNS selected Oklahoma as the site for the model from a number of States that made formal application for consideration in the project. In a contract signed by Oklahoma Director of Institutions, Social and Rehabilitative Services, Mr. L. E. Rader, and FNS Administrator Hekman, the State agreed to program and test the model system.

### Public Service Spot Promotes School Lunch

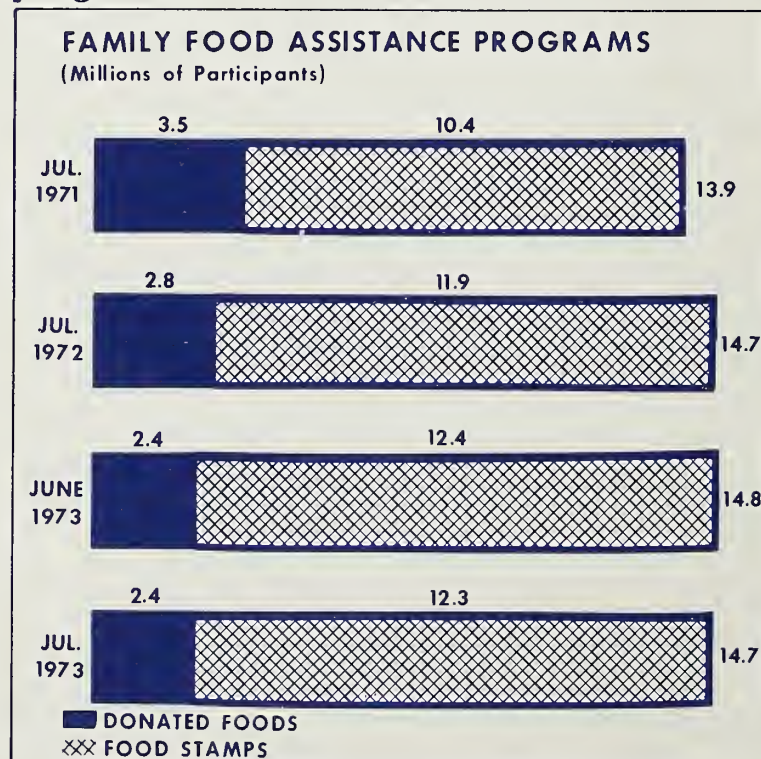
AS NATIONAL SCHOOL LUNCH Week draws near, children across the country will be watching the animated "You Are What You Eat" bear on television. Dressed in a playsuit of colorful foods, the dancing bear reminds kids that school lunch is fun--and good for them, too.

Over 300 copies of the 30-second public service spot are being distributed to local stations everywhere by school lunch directors. A Spanish version is also available.

The spot was developed by FNS in cooperation with the American School Food Service Association in support of National School Lunch Week, Oct. 14-20.

### NO-PROGRAM CAMPAIGN GROWS

THE U.S. JAYCEES, who joined the nationwide drive to reach schools without food service last October, is coaching its 350,000 members on how to develop local support through a series of workshops conducted by its new Center for Improved Child Nutrition, in Bloomington, Minn. The Center has targeted the workshops to States with the most no-program schools.





THE WOMEN'S AUXILIARY TO THE American Medical Association, a national organization of 88,000 doctors' wives, has joined forces this fall in encouraging no-program schools to initiate food service.

### **Programs for Elderly Can Now Use Donated Foods**

RECENT CHANGES IN food distribution program regulations will permit the use of Federally donated foods in nutrition programs for the elderly, which are funded under Title VII of the Older Americans Act. These programs are administered by the U. S. Department of Health, Education and Welfare in cooperation with State agencies on aging.

The revised rules will permit nutrition programs for the elderly to get the same foods which USDA donates to charitable institutions, without regard to whether the elderly people served are needy.

### **Quality Control Meeting Held**

FNS ADMINISTRATOR Edward J. Hekman and Southeast Administrator Russell James were on hand to open the national Food Stamp Quality Control Seminar in Atlanta September 24-26. Participants included over 60 food stamp employees from the FNS regional offices and Washington.

The purpose of the seminar was to provide for an exchange of ideas in the development of quality control review and reporting procedures. FNS has been working with each State agency to develop a quality control program which insures that the food stamp program reaches those it is intended to serve.

### **TEACHING AIDS PROMOTE SANITATION AND SAFETY**

SANITATION IS ONE of the keys to good food service. That's the feeling of Helen McGee, who heads program development for the child nutrition programs of FNS' West-Central Regional Office in Dallas. She and her staff have

developed a teaching plan consisting of five lessons with various types of visual aids on "Sanitation and Safety in the School Lunchroom Program."

The teaching program is aimed at developing food service managers and school lunchroom employees who understand the importance of having a safe and sanitary school food service unit, apply the basic rules of safety and sanitation, and maintain high standards of personal hygiene and professional appearance. The teaching plan has been used at several school lunch workshops.

### **MORE COUNTIES SWITCH TO FOOD STAMP PROGRAM**

TWENTY-FIVE COUNTIES currently operating the food distribution program have recently been designated to switch to the food stamp program. The transfer of these counties is in keeping with the provisions of the Agriculture and Consumer Protection Act of 1973, which mandates a nationwide food stamp program by June 30, 1974.

Nineteen States now have statewide food stamp programs in effect. Four other States have designated all their counties for food stamps and are in the process of opening programs.

### **Child Nutrition Programs Exempt From Phase IV**

THE COST OF LIVING COUNCIL has informed USDA that the Federal-State-local child nutrition programs are covered by the same exemption from Phase IV economic controls as are charges by State and local governments and non-profit private educational organizations.

The ruling covers the school lunch, school breakfast, special food service, and school milk programs.

Also included in the exemption are schools and child care institutions that receive only donated commodities under the food distribution program.



## FOOD PROGRAM PEOPLE

DR. GRACE OSTENSO has been designated Director of the Nutrition and Technical Services Staff in FNS. She has been serving as acting director of the staff since April 23.

Dr. Ostenso began her career with FNS in December 1970 in the Child Nutrition Division. In June 1971, she was selected to head NTSS' Evaluation and Technical Services Group. Dr. Ostenso's extensive background includes experience as a food management consultant, Associate Editor of Technology for the Encyclopedia Britannica, and Assistant Professor in the Department of Foods and Nutrition, University of Wisconsin.

FRANCIS A. PULJU has been named director of FNS' Automated Data Processing Division. He has been serving as acting director since the division was formed in January 1973. Before coming to FNS, Mr. Pulju was a Computer Systems Analyst for the Agricultural Stabilization and Conservation Service.

ELIZABETH KOONTZ has been named Assistant Secretary for Nutrition Coordination in the North Carolina Department of Human Resources. Mrs. Koontz previously served as head of the U. S. Department of Labor Women's Bureau, in Washington, D.C.

A native of North Carolina, Mrs. Koontz has been president of the North Carolina Association of Classroom Teachers and of the National Education Association, and was a delegate to the United Nations Commission on the Status of Women.

### Nutrition Games Tested At Summer Sites

"PIN THE SEAL on the Peel" and "Fruity Crossword" made a big hit with youngsters this summer. The games were part of a special "nutrition activities and games" packet developed by FNS' Midwest

Regional Office in Chicago and tested at special food service sites in St. Louis, Mo., and Omaha, Nebr.

The kit included the widely used "Good Foods Coloring Book" and "Food Facts and Fun with Butter and Boop" comic book. The children used information from "Butter and Boop" to plan menus and discuss the four food groups.

## OFF PRESS

- "Nutrients and Foods for Health" (FNS-95) is a colorful poster which lists major nutrients with pictures and text for each. Copies have been distributed through FNS Regional Offices and State Education agencies to schools participating in the National School Lunch Program. The poster can be purchased from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402.

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means Food Stamp Program in Yiddish, and that's the title for a new FNS publication (FNS-77-Y). This Yiddish translation of the general food stamp program fact sheet (FNS-77) is available free from the Food Stamp Division, Food and Nutrition Service, U. S. Department of Agriculture, Washington, D.C. 20250.

- The Food and Nutrition Information Center (FNIC) has just received "Nutrition Education and the Spanish-Speaking American: An Annotated Bibliography" (1961-72), prepared by the Society for Nutrition Education. This is the third bibliography which has been prepared by the Society through a contract from FNIC.

The current publication is a listing of nutrition education materials and background information for or about Spanish-speaking ethnic groups. The other two bibliographies are "Food Habits" and "Methods and Kinds of Nutrition Education."